

configured to select an advertisement based on an ambient action of a user, an identified mood of a user, an identity of a user, and/or any other suitable information detected/obtained by detection facility 104, as explained above. Advertising facility 106 may select an advertisement for presentation to a user in any suitable manner. For example, advertising facility 106 may perform one or more searches of an advertisement database to select an advertisement based on information received from detection facility 104. Additionally or alternatively, advertising facility 106 may analyze metadata associated with one or more advertisements to select an advertisement based on information obtained by detection facility 104.

**[0025]** To illustrate the foregoing, in some examples, each ambient action may be associated with one or more terms or keywords (e.g., as stored in a reference table that associates ambient actions with corresponding terms/keywords). As a result, upon a detection of a particular ambient action, advertising facility 106 may utilize the terms and/or keywords associated with the detected ambient action to search the metadata of and/or search a reference table associated with one or more advertisements. Based on the search results, advertising facility 106 may select one or more advertisements (e.g., one or more advertisements having one or more metadata values matching a term/keyword associated with the detected ambient action). In additional or alternative examples, a particular ambient action may be directly associated with one or more advertisements (e.g., by way of an advertiser agreement). For example, an advertiser may designate a particular ambient action to be associated with the advertiser's advertisement and, upon a detection of the particular ambient action, advertising facility 106 may select the advertiser's advertisement for presentation to the user. Additionally or alternatively, the advertisement selections of advertising facility 106 may be based on a user profile associated with an identified user, one or more words spoken by a user, a name or description of a detected object (e.g., a detected retail product, a detected animal, etc.), and/or any other suitable information, terms, and/or keywords detected and/or resulting from the detections of detection facility 104.

**[0026]** In accordance with the foregoing, advertising facility 106 may select an advertisement that is specifically targeted to the user based on what the user is doing, who the user is, the user's surroundings, and/or any other suitable information associated with the user, thereby providing the user with advertising content that is relevant to the user's current situation and/or likely to be of interest to the user. If a plurality of users are present, advertising facility 106 may select an advertisement targeted to a particular user in the group based on information associated with and/or an ambient action of the particular user and/or select an advertisement targeted to the group as a whole based on the combined information associated with each of the users and/or their interaction with each other.

**[0027]** Various examples of advertisement selections by advertising facility 106 will now be provided. While certain examples are provided herein for illustrative purposes, one will appreciate that advertising facility 106 may be configured to select any suitable advertisement based on any suitable information obtained from detection facility 104 and/or associated with a user.

**[0028]** In some examples, if detection facility 104 determines that a user is exercising (e.g., running on a treadmill, doing aerobics, lifting weights, etc.), advertising facility 106 may select an advertisement associated with exercise in gen-

eral, a specific exercise being performed by the user, and/or any other advertisement (e.g., an advertisement for health food) that may be intended for people who exercise. Additionally or alternatively, if detection facility 104 detects that a user is playing with a dog, advertising facility 106 may select an advertisement associated with dogs (e.g., a dog food commercial, a flea treatment commercial, etc.). Additionally or alternatively, if detection facility 104 detects one or more words spoken by a user (e.g., while talking to another user within the same room or on the telephone), advertising facility 106 may utilize the one or more words spoken by the user to search for and/or select an advertisement associated with the one or more words. Additionally or alternatively, if detection facility 104 detects that a couple is arguing/fighting with each other, advertising facility 106 may select an advertisement associated marriage/relationship counseling. Additionally or alternatively, if detection facility 104 identifies a user, advertising facility 106 may select an advertisement based on user profile information associated with the user (e.g., information associated with the user's preferences, traits, tendencies, etc.). Additionally or alternatively, if detection facility 104 detects that a user is a young child, advertising facility 106 may select one or more advertisements targeted to and/or appropriate for young children. Additionally or alternatively, if detection facility 104 detects a particular object (e.g., a Budweiser can) within a user's surroundings, advertising facility 106 may select an advertisement associated with the detected object (e.g., a Budweiser commercial). Additionally or alternatively, if detection facility 104 detects a mood of a user (e.g., that the user is stressed), advertising facility 106 may select an advertisement associated with the detected mood (e.g., a commercial for a stress-relief product such as aromatherapy candles, a vacation resort, etc.).

**[0029]** Advertising facility 106 may be configured to direct presentation facility 102 to present a selected advertisement during an advertisement break. In certain examples, advertising facility 106 may be configured to detect an upcoming advertisement break and direct presentation facility 102 to present the selected advertisement during the detected advertisement break in any suitable manner. For example, advertising facility 106 may be configured to transmit data representative of a selected advertisement to presentation facility 102, dynamically insert the selected advertisement onto an advertisement channel accessible by presentation facility 102, and/or direct presentation facility 102 to tune to an advertisement channel carrying the selected advertisement.

**[0030]** In some examples, advertising facility 106 may be configured to direct a mobile device associated with the user to present a selected advertisement. For example, if detection facility 104 detects that the user is holding a mobile device, advertising facility 106 may be configured to communicate with the mobile device to direct the mobile device to present the selected advertisement. Accordingly, not only may the selected advertisement be specifically targeted to the user, but it may also be delivered right to the user's hands.

**[0031]** System 100 may be configured to perform any other suitable operations in accordance with information detected or otherwise obtained by detection facility 104. For example, system 100 may be configured to selectively activate one or more parental control features in accordance with information detected by detection facility 104. To illustrate, if detection facility 104 detects that a small child is present and/or interacting with a mobile device, system 100 may automatically activate one or more parental control features associated